

PANHANDLE HEALTH DISTRICT

PRESENTS

Pandemic Flu Particulars

Tips to help communities prepare for, survive and recover from pandemic flu and other disasters

Good communication with the public during a disaster can reduce panic and save lives. Barbara Reynolds, risk communication specialist for the Centers for Disease Control and Prevention, says crisis communication can detour some of the harmful human behaviors that are known to arise during a disaster. When the world starts to crumble, the public looks to its leaders for guidance through good communication.

Among northern Idaho's emergency responders is a network of public information officers (PIOs) called a Joint Information System (JIS). PIOs in the network come from cities, law enforcement, fire districts, health organizations, schools, utilities, even private businesses. They're trained in crisis communication and work as a team during a disaster to communicate vital information to the public for you.

Here's how the JIS works for you during a disaster:

- ◆ PIOs gather to work at one site, a Joint Information Center (JIC).
- ◆ The JIC is a clearinghouse for all public information.
- ◆ The JIC prepares, manages and distributes all emergency information to the public to ensure consistency.
- ◆ All information is approved by the Incident Commander before release to ensure accuracy.
- ◆ The media is the JIC's responsibility.

Your PIOs work for you while they work for the JIC. Your agency's approved information is released through the JIC and incorporated into comprehensive emergency information released through the JIC. For example, the city's PIO will release information on city closures. The JIC will add that information to releases from the school district on school closures and the highway district on road closures, etc.

Streamlined, efficient, competent, consistent, life-saving.

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